

*Draft Until Approved*  
**Avila Beach Tourism Alliance**  
**Board Meeting Minutes**

April 16, 2014 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

**Board Members Present:**

Charles Crellin, Sycamore Mineral Springs Resort  
Kalie Howard, Avila Lighthouse Suites  
Katie Manley, Avila Village Inn

**Others Present:**

John Sorgenfrei, TJA Advertising  
Kaci Knighton, TJA Advertising  
Rick Turton, TJA Advertising/Pacific Leisure  
Stacie Jacob, Visit SLO County  
Paul Sloan, Visit SLO County  
David Sennewald, Sukha Wellness Center  
Stephanie Rowe, ABTA admin

**Absent:**

**CBID:** Cheryl Cuming (CAO)

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1. **Call to Order:** by Chair Charles Crellin at 10:34 a.m.
2. **Public Comment:** David Sennewald introduced himself and gave an overview of his Avila Beach business, the Sukha Wellness Center. He would like to see if he can work with the ABTA on future events.
3. **Consent Items:** The March 19, 2014 minutes were approved for review and approval. A motion was made by Katie Manley, and seconded by Kalie Howard. With no further discussion, the 3/19 minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID Stat Summary and Financials Update: Cheryl Cuming**
  - a. VisitAvilaBeach.com is the second referral source to WineCoastCountry.com
  - b. Coast Discovery and Stewardship Month had positive feedback overall and will probably continue next year based on its success and the measurable results from this year.
  - c. Stewardship Travel is being promoted by WineCoastCountry with a getaway contest.
  - d. The next Stewardship Ambassador meeting is on April 28<sup>th</sup>, 3:30-5:00 pm.
  - e. Sycamore Mineral Springs hosted a travel writer from Parade Magazine who will write an article on Avila.
  - f. Cheryl confirmed that Avila represented 17.11% of overall assessment collections for a total net income of \$48,017.78 and a carry forward of \$235,492.66.
5. **Budget Update:** Stephanie confirmed that collections for February totaled \$12,439.53. Current funds (including the 2012-2013 carry-forward) total \$283,510.44 and the available balance after approved applications and anticipated expenses taken out is \$171,437.31.
6. **Presentation(s):**
  - a. **Stacie Jacob, Visit SLO County, County-wide TBID:** Stacie provided an overview for forming a county-wide TBID. The vision is to establish SLO County as the premier destination on the Central Coast. The proposal calls for adding a 1% assessment in addition to the 2% currently collected. This revenue would be used to create a marketing fund to partner with the local boards and provide much more ammunition to promote the entire county. Stacie noted that SLO County currently has the lowest TOT in the state at 9% compared to other counties. Assessments collected are between 1-3%. If the proposal goes through, Visit SLO County would generate additional revenue of \$2.8 million per year. The average additional cost to the guests lodging bill would be \$1.24 which would be passed along to guests. Next steps are to gather feedback from lodging partners. Then there will be a petition process where 51% of the

lodging partners must agree, then a hearing for any protest votes before going to final resolution. If approved, it will be for a 5 year commitment.

**7. Committee Reports:**

- a. **Outreach: Kalie Howard:** None
- b. **Events and Marketing – Katie Manley:** None
- c. **Stewardship Traveler Program – Katie Manley and Christopher King:** Cheryl noted that Stewardship Travel is catching on. Di is talking with a lot of media people who are very interested in the program. Cheryl is working with the core marketing team to encompass it into the 2014-2015 marketing plan.

**8. Action/Discussion Items:**

- a. **Central Coast Oyster Festival/Aphrodisiac Lounge motion and caveat:** The board discussed whether the event organizer provided a comprehensive marketing plan which was a caveat to the motion.

A motion was made by Charles Crellin and seconded by Kalie Howard, to rescind the motion that approved \$5,000 to sponsor the Aphrodisiac Lounge due to the fact that the board did not receive the required comprehensive marketing plan. With no further discussion, the sponsorship was rescinded by Charles Crellin and Kalie Howard of the local Advisory Board. Katie Manley abstained.

- b. **John Sorgenfrei, TJA 2013-2014 Marketing Recap/TJA 2014-2015 Marketing and Media Plan:** John gave a recap of the 2013-2014 activities. There was a 111% increase in Facebook fans, 22% increase in weekly average impressions, and 94% increase in weekly average reach. There was increased visibility on Pinterest, Instagram, YouTube and VisitAvilaBeach.com and increased marketing and PR for various programs.

**TJA 2014-2015 Marketing and Media Proposal**

John gave an overview of the plan which included the same goals as last year: to differentiate Avila Beach, build a sustainable brand message, and increase overnight stays.

A motion was made by Katie Manley, and seconded by Kalie Howard, to approve an investment not to exceed \$130,200 for the TJA Marketing and Media Plan for the time period of May 1, 2014 –April 30, 2015. With no further discussion, the marketing and media plan was approved by unanimous voice vote of the local Advisory Board.

- c. **Laptop Purchase Discussion:** The board discussed purchasing a laptop to use during meetings to project the board packet instead of making copies.

A motion was made by Katie Manley, and seconded by Kalie Howard, to approve an amount not to exceed \$600 to purchase a laptop and supporting equipment for projecting board packets during meetings. With no further discussion, the laptop purchase was approved by unanimous voice vote of the local Advisory Board.

- d. **TJA Activity Report/Website Analytics Update:** The board ran out of time for the update so Kaci and Rick passed out their reports for review individually by the board.

**9. Future Agenda Items/New Business:**

- a. Photo Asset Shot List Review (after CBID completes photo shoot)

**10. Closing Comments:** None

**11. Next ABTA Local Fund Advisory Board Meeting:**

Date: May 14, 2014  
Time: 10:30 am – 12:00 pm  
Location: Sycamore Mineral Springs Resort Boardroom

**12. Adjournment:** The meeting was adjourned at 12:02 pm.